

Brand Ladder

The following brand ladder was developed to help explain how *My Source* and Be More work with each other and with your station's brand. It demonstrates how each of these communications efforts work together to strengthen the individual voice of your station and the collective voice of the public broadcasting community.

	BRAND LADDER	THE BRAND	THE MESSAGE	VOICE
Attributes	programs and services of the station	The station	Station-based brand; Tune-In communications	Station
Benefits	benefits the station brings to the community and individuals	Public Broadcasting	"My Source for..." [education, elections, meeting my neighbors, keeping informed, arts and culture...]	Community Members
Values	how this entity can impact lives	PBS	"Be more"	PBS / the station